NHTSA 2023 Communications Calendar

Campaign Material Available at www.TrafficSafetyMarketing.gov

JANUARY

S	M	T	W	T	F	S	
1	2	3	4	5	6	7	January 1 Happy New Year!
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	31					

						1	Vehicle Theft Prevention Month
2	3	4	5	6	7	8	July 4 Fourth of July
9	10	I	12	13	14	15	IMPAIRED DRIVING DRUG-IMPAIRED DRIVING
16	17	18	19	20	21	22	Primary Messages: Buzzed Driving Is Drunk Driving
23	24	25	26	27	28	29	Drive Sober or Get Pulled Over Ride Sober or Get Pulled Over
30	31						If You Feel Different, You Drive Different If You Feel Different, You Drive Different.

W T F S

eft Prevention Month



FEBRUARY

S	М	T	W	T	F	S	
			1	2	3	4	February 12 Super Bowl LVII
5	6	7	8	9	10	11	IMPAIRED DRIVING Primary Message:
12	13	14	15	16	17	18	Fans Don't Let Fans Drive Drunk
19	20	21	22	23	24	25	
26	27	28					

AUGUST

S	М	Т	W	Т	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
_	_	_	23			

28 29 30 31

August 16 - September 4

Drive High, Get a DUI

July 10 - 31 SPEED CAMPAIGN

IMPAIRED DRIVING NATIONAL **ENFORCEMENT MOBILIZATION** IMPAIRED DRIVING

DRUG-IMPAIRED DRIVING **Primary Messages:**

Drive Sober or Get Pulled Over Ride Sober or Get Pulled Over If You Feel Different, You Drive Different. Drive High, Get a DUI Paid Media



IF YOU FEEL DIFFERENT

MARCH

S	М	T	W	Т	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

March 6 - 12

VEHICLE SAFETY RECALLS WEEK

March 17 St. Patrick's Day IMPAIRED DRIVING **Primary Message:**

Buzzed Driving Is Drunk Driving



SEPTEMBER



September 17 - 23

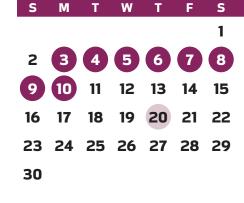
September 23

CHILD PASSENGER SAFETY WEEK OCCUPANT PROTECTION



NATIONAL SEAT CHECK SATURDAY

APRIL



National Distracted Driving Awareness Month

••••• April 3 - 10 DISTRACTED DRIVING

Primary Message: U Drive. U Text. U Pay. Paid Media

April 20

DRUG-IMPAIRED DRIVING CAMPAIGN Primary Message:

If You Feel Different, You Drive Different





OCTOBER

S	M	T	W	T	F	S
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Pedestrian Safety Month

October 15 - 21 NATIONAL TEEN DRIVER SAFETY WEEK TEEN DRIVING ISSUES October 16-20 NATIONAL SCHOOL BUS SAFETY WEEK October 31 Halloween

IMPAIRED DRIVING

Primary Messages:

RULES ROAD

IF YOU FEEL DIFFERENT

buzæd

arunk driving

NOVEMBER

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			1	2	3	4
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

November 22

BLACKOUT WEDNESDAY Primary Message:

Buzzed Driving Is Drunk Driving November 22 - 26

Buzzed Driving Is Drunk Driving

If You Feel Different, You Drive Different



Primary Messages: Buzzed Driving Is Drunk Driving



OCCUPANT PROTECTION

Primary Message:

Buckle Up. Every Trip. Every Time.

November 27 – December 12 Pre-Holiday Season IMPAIRED DRIVING DRUG-IMPAIRED DRIVING

Primary Messages: Buzzed Driving Is Drunk Driving If You Feel Different, You Drive Different



MAY

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Awareness Month

Safety Month

Click It or Ticket

Paid Media

Motorcycle Safety

May 1 **National Heatstroke Prevention Day** HEATSTROKE AWARENESS

National Bicycle Safety Month

Paid Media May 15 - June 4 Click It or Ticket OCCUPANT PROTECTION Primary Message:



JUNE



DECEMBER

	1 2
3 4	5 6 7 8 9
10 11 1	2 13 14 15 16
17 B	9 20 21 23 24
	27 28 29 30 31
Jan	

SMTWTFS

December 13 - January 1, 2024

Paid Media

Holiday Season IMPAIRED DRIVING DRUG-IMPAIRED DRIVING

Primary Messages:

Drive Sober or Get Pulled Over If You Feel Different, You Drive Different Drive High, Get a DUI

December 26 - 31

Buzzed Driving Is Drunk Driving

TV Bureau of Advertising Roadblock **Primary Message:**





